

## ORDER



KSNV

Orders	Order / Rev:	106590
	Alt Order #:	06852573
	Product Desc:	DSCC IE
	Estimate:	1780
	Flight Dates:	09/18/12 - 09/23/12
	Original Date / Rev:	09/14/12 / 09/17/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Great American Media</b>
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave. NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Democratic Senatorial Campaign Comm
	Demographic:	A35+
	Product Codes:	PLI2,PLI1
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:05:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	26	\$27,750.00	\$23,587.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$27,750.00	\$23,587.50	0.00
<b>Totals</b>	26	\$27,750.00	\$23,587.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
KSNV	25%	\$27,750.00
Market	100%	\$111,000.00

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$24,420.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	27%	\$29,970.00
KTUD	1%	\$1,110.00
KVVU	17%	\$18,870.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$8,880.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/21/12	M-F 5-6a WakeUp w/Wag	CM	5-6a	-TWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
				M-F 5-6a WakeUp w/Wagners											
				WAKE UP WITH THE WAGNERS SKED MUST END ON 9/23											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	-TWTF--		1		\$600.00		0.00					

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Advertiser: Democratic Senatorial Campaign Commi  
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 Estimate: 1780  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/21/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS SKED MUST END ON 9/23	CM	5-6a	- TWTF - -	:30	1	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -		1			\$600.00		0.00				
E 2	KSNV	09/18/12	09/21/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS SKED MUST END ON 9/23	CM	6-7a	- TWTF - -	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -		1			\$1,000.00		0.00				
E 3	KSNV	09/18/12	09/21/12	Today Show Today Show TODAY SHOW SKED MUST END ON 9/23	CM	658a-9am	- TWTF - -	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -		1			\$1,500.00		0.00				
E 4	KSNV	09/18/12	09/21/12	M-F Today Show II 3rd Hour M-F Today Show II TODAY SHOW II SKED MUST END ON 9/23	CM	9-10a	- TWTF - -	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -		2			\$900.00		0.00				
E 5	KSNV	09/18/12	09/21/12	M-F Today Show III 4th Hour Today 4th Hour TODAY SHOW III SKED MUST END ON 9/23	CM	10am-11am	- TWTF - -	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -		1			\$450.00		0.00				
E 6	KSNV	09/18/12	09/21/12	Rachael Ray Rachael Ray RACHEL RAY SKED MUST END ON 9/23	CM	11am-12pm	- TWTF - -	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -		1			\$325.00		0.00				
E 7	KSNV	09/18/12	09/21/12	Noon News Noon News NEWS 3 AT NOON SKED MUST END ON 9/23	CM	12-1230pm	- TWTF - -	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -		1			\$425.00		0.00				
E 8	KSNV	09/18/12	09/21/12	The Agenda 1230pm The Agenda 1230pm NEWS 4: THE AGENDA SKED MUST END ON 9/23	CM	1230-1p	- TWTF - -	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -		1			\$325.00		0.00				
E 9	KSNV	09/18/12	09/21/12	Days of our Lives Days of our Lives DAYS OF OUR LIVES SKED MUST END ON 9/23	CM	1258p-2pm	- TWTF - -	:30	2	\$425.00	1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -		2			\$425.00		0.00				
E 10	KSNV	09/18/12	09/21/12	The Doctors The Doctors THE DOCTORS SKED MUST END ON 9/23	CM	2pm-3pm	- TWTF - -	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -		1			\$325.00		0.00				
E 11	KSNV	09/18/12	09/21/12	Dr. Phil Dr Phil DR. PHIL SKED MUST END ON 9/23	CM	3-4p	- TWTF - -	:30	2	\$450.00	1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -		2			\$450.00		0.00				
E 12	KSNV	09/18/12	09/21/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR SKED MUST END ON 9/23	CM	4-5pm (4:00 PM-4:30 PM)	- TWTF - -	:30	1	\$700.00	1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -		1			\$700.00		0.00				
E 13	KSNV	09/18/12	09/21/12		CM	4-5pm	- TWTF - -	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR)															
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS 4 AT 430P SKED MUST END ON 9/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF- -	2		\$700.00		0.00						
E 14	KSNV	09/18/12	09/21/12	M-F Early News M-F Early News	CM	5-630p	- TWTF- -	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
EARLY NEWS SKED MUST END ON 9/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF- -	2		\$1,200.00		0.00						
E 15	KSNV	09/18/12	09/21/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	- TWTF- -	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEOPARDY SKED MUST END ON 9/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF- -	1		\$1,300.00		0.00						
E 16	KSNV	09/18/12	09/18/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	- T- - - -	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- T- - - -	1		\$3,200.00		0.00						
E 17	KSNV	09/19/12	09/19/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	- - W- - -	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - W- - -	1		\$4,000.00		0.00						
E 18	KSNV	09/20/12	09/20/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	- - - T- -	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
Rock Center															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - - T- -	1		\$3,200.00		0.00						
E 19	KSNV	09/18/12	09/21/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	- TWTF- -	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE SKED MUST END ON 9/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF- -	1		\$1,100.00		0.00						
E 20	KSNV	09/18/12	09/21/12	The Tonight Show Tonight Show	CM	1135p-1237a	- TWTF- -	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TONIGHT SHOW W/ JAY LENO SKED MUST END ON 9/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF- -	1		\$750.00		0.00						
N 22	KSNV	09/23/12	09/23/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	- - - - - S	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - - - - S	1		\$1,200.00		0.00						
													Totals	26	\$27,750.00